

## **ABSTRACT**

A method for advertising and selling products online includes: a) providing to a customer an item information template for inputting information into an electronic information database; b) prompting the customer via the template to enter item information into the database about at least one item for sale by the customer; c) creating an electronic web page associated with one of the customer and the item; d) displaying the item information on the web page; e) creating and providing the customer with an electronic address; and f) assigning the electronic address to the web page so that the item information displayed on the web page is viewable when the electronic address is accessed, where the electronic address has a primary address and a secondary address, the primary address assigned to a main web page and the secondary address having at least one of the following properties: the secondary address is chosen at least in part by the customer; and the secondary address contains no more than fifteen characters.